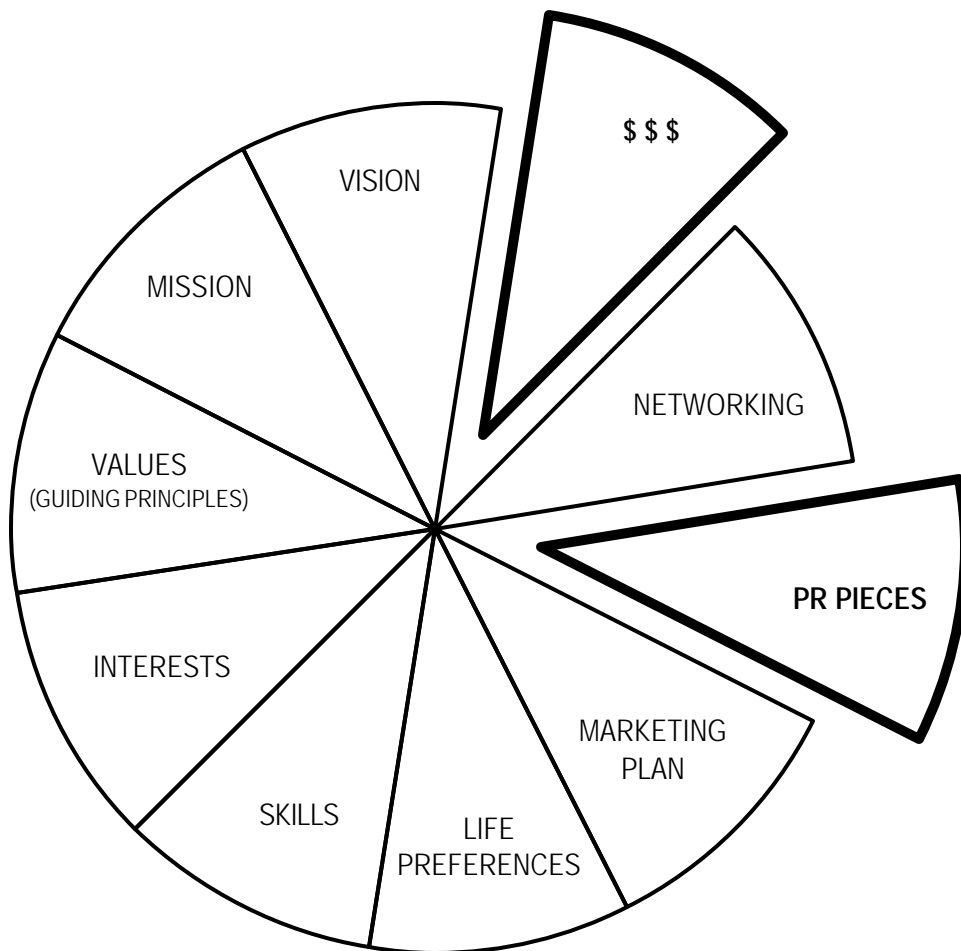
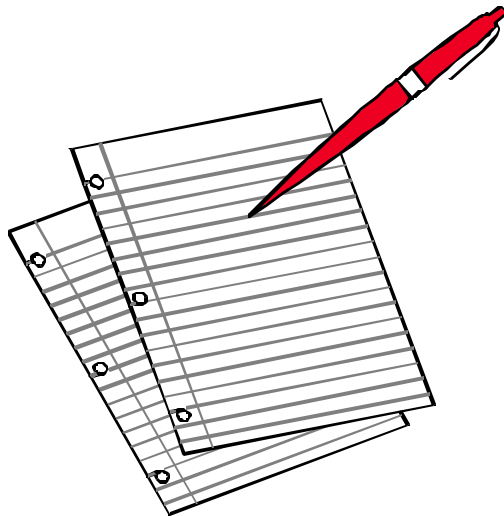


Module 7:

CAREER PLAN



Module 7: Written Marketing Tools



THE SPOUSE EMPLOYMENT ASSISTANCE PROGRAM

SPOUSE CAREER/LIFE COURSE – MODULE 7

TRAINING OUTCOME

This module provides information about completing job applications, developing effective resumes and cover letters, using electronic communication, and following up on resumes. Participants will complete a job application, develop a draft resume and cover letter, and critique resume follow-ups in a role playing exercise.

ESTIMATED TIME

4 hours

AGENDA

- Introduction
- Career Catalog
- How to Find a Job
- Job Applications
- **Ex:** Completing a Job Application
- Resumes
- **Ex:** Developing a Draft Resume
- Cover Letters
- **Ex:** Developing a Draft Cover Letter
- Electronic Communication
- Resume Follow-ups
- Summary
- Evaluation

PARTICIPANT MATERIALS

- Participant Guide

TRAINING AIDS

- Overheads 1 through 26
- Pre-prepared chart (See Preparation Notes to the Instructor)

EQUIPMENT AND SUPPLIES

- Overhead projector
- Easel, Chart paper, Tape, and Markers

PREPARATION NOTES TO THE INSTRUCTOR

1. Set up room by arranging the furniture in an appropriate manner.
2. Prepare a chart of the Career Plan in the same format as the first page of Instructor Aid 1. Hang chart where visible and accessible in room. Prepare to discuss the Career Plan and its relationship to this module.
3. Prepare a chart listing the agenda.
4. At the beginning of this module, you will discuss a Career Catalog. You will display your career catalog and describe what it contains. Encourage participants to review the material during breaks.
5. For this module, participants will need to complete the provided application prior to the training.
6. Include a break about every 1 hour 15 minutes.
7. Display Overhead 1 prior to the start of class.

MODULE 7: WRITTEN MARKETING TOOLS



1

WELCOME AND TRAINER INTRODUCTION (10 MINUTES)

Welcome participants to the training:

- Introduce yourself and welcome participants to their local Family Service Center and to the Spouse Career/Life Course.
- Set up boundaries for confidentiality sake.
- Provide a brief summary of your background and experience.
- If applicable, introduce other persons (non-participants) or guest speakers and describe their role.
- State that some modules will be presented to them by guest speakers on specific specialist areas.
- Notify the participants that the role of the instructor(s) is to take participants through the course and provide them with support whenever they need it. If participants wish, they can approach you individually during breaks, after class hours by appointment, etc.
- Review logistics (e.g., breaks, bathrooms, and drink machines); Review Module agenda.
- Tailor the module for your audience.



Introduce the Career Plan model:

Page 99 and 100 - Participant Guide

Instructor Note: Refer to the Career Plan wall chart during this discussion.

- During your job search you will be going out to employers and selling a product, YOU. To do this successfully you must develop a plan.
- Developing your Career Plan may help you understand how your successful job search and starting up a successful new business are related.
- When a new business is started the owner develops a plan. She/He decides on a vision and goals, looks at the product closely, evaluating strong and weak points, researches the market, assesses finances and develops a marketing

plan.

- Finally, the owner goes into business, actually selling the product through the written and verbal advertising. These components make a successful business. They also make a successful job search!
- In the Career Plan model we will complete all the steps necessary to guide you to the job that is right for you. You may also gain insights that allow you to keep your life in balance.

Vision – The plan. How you see your complete life – what you want for yourself.

Mission – How you want to live your life, your goals and how you will reach them.

Values – The guiding principles of your life.

Interest – What you enjoy doing, at work and at home.

Skills – Your abilities that enable you to accomplish task.

Life Preferences – Choices we would make, given the opportunity.

Marketing Plan – Specific goals you want to accomplish and the steps you need to take to attain these goals.

Public Relations (PR) Pieces – The written and verbal communication pieces you use to advertise yourself.

Networking – Informal and formal links between yourself and successful employment, as well as the research necessary to develop some of the links.

\$ \$ \$ – Balancing the finances in your life and looking at ways to ensure you can support your vision.

- **Each module will help you develop a piece of a winning job search. As you progress in your job search, you may want to attend other modules to develop all parts of your plan, working towards obtaining the position that supports your vision and goals.**

Page 101 - Participant Guide

- Briefly state contents of module; review agenda.
 - The focus of this module is on completing job applications, and developing resumes and cover letters.



2

State Objectives:

At the end of this module, you'll be able to:

- Complete a job application.
- Develop an effective resume.
- Develop an effective cover letter.
- Follow up on a resume.

Career Plan link to module:

Page 102 - Participant Guide
Instructor Aid 1

Refer to Career Plan wall chart.

- An important part of your public relations pieces is your written marketing tools. All good businesses want to look professional, so they taking time to ensure that the advertising they develop is clear and directed toward their customer. A Career Plan is no exception. For you this will be your applications, resumes, cover letters and thank you notes. Often this is all your customer (the employer) sees when he/she is making a decision.



3

HOW TO FIND A JOB (10 MINUTES)

Page 103 - Participant Guide - Fill in the Blank

List the ways to find a job:

- FSC
- Transition Bulletin Board (TBB) (can be found through the Internet, www.dmdc.usd.mil/ot)
- State employment center
- QOL Mall (www.lifelines4QOL.org)
- Newspapers or journals
- Internet
- Network (ask friends, family). This is the most effective method. The majority of jobs are found through networking.

Instructor Note: If participant is considering accepting orders overseas, check with your Relocation Program and SEAP Program for employment opportunities before you go.

JOB APPLICATIONS (10 MINUTES)

State for what purpose companies use job applications.

- Assess whether you have the knowledge, skills, and experience necessary to do a specific job.
- Information the employer wants about you.
- Be aware that some employers may do an investigative consumer report. If so, you may be asked to sign a release or disclosure statement. Always read the application carefully.

Instructor's Note: SEAP Manager refer participant to the Navy Legal Services for advise before filling out application.

Pages 104 and 105 - Participant Guide ***Instructor Aid 2***

Discuss aspects of a job application:

- It is a legal and historical document. All the information that is included in your application must be accurate. If you exaggerate or misrepresent yourself in the application and are hired for a job, your employer has legal grounds to terminate your employment.
- It is a written document that projects your professional image.
- It includes most of the information from your career catalog.
- It should be used as a source document when completing future applications.



4

Review job application guidelines

Page 106 - Participant Guide

- Ask for a second copy of the application. A second copy will be necessary if you make spelling or grammatical errors, or write down any incorrect information, or copy at FSC.
- Read the whole application first.
- Read each question carefully to ensure that you are providing all the appropriate and necessary information.
- Include information that is accurate.
- Relate your work experience to the position you're applying for.
- Neatly print or type your responses. If you submit a form which has illegible

responses, you will be immediately disqualified from job consideration.

- Include your volunteer work as experience. This experience is no less important than paid employment. You gain knowledge and skills through volunteer work. Be sure to indicate that this work was done on a volunteer basis. We will be covering this in more detail in Module 12.
- Write N/A if a question is not applicable to you. Do not leave any question blank.
- Proofread your application to ensure that you have not made any spelling or grammatical errors, or that you did not write down any incorrect information.
- Identify references. A reference is someone who can confirm your qualifications, your ability to perform a task, and your accomplishments. During the job search process, you will usually need to list 3–5 references. The best references to use are professional acquaintances, and professors who have taught you. If you only have personal references, use persons who are employed, preferably in responsible positions. Do not use family members. Give them a copy of your resume and let them know when you use them.
- Keep a copy of everything you submit!

If you do not want your present employer to know you are searching for a new job, do not include supervisors or coworkers from your present employer. In addition, always ask permission to use a person as a reference.

EXERCISE 1: COMPLETING A JOB APPLICATION

(15 MINUTES)

Introduce exercise:

- Participants completed an application prior to the training.
- Here's an opportunity to see how they did.

Pages 104 and 105 - Participant Guide
Instructor Aid 2

Ask participants: "What were some difficult aspects of completing the job application?"

Instructor Note: *Record participant responses on chart paper. Allow 10 minutes for the discussion. Answer any questions raised by participants.*



Possible Answers:

- Knowing the dates of previous employment

- Knowing the addresses of previous employers
- Knowing all my previous job responsibilities
- References

Conduct exercise:

1. Go through each of the main sections, providing them with guidance on how to complete them.
2. Answer questions as you review each section of the application.

Discuss which potential employers may perform a background check.



5

RESUMES (10 MINUTES)

State that in most cases, a potential employer will ask you to submit a resume.

Describe a resume:

- Advertises your qualifications to potential employers. Used to get interview.
- Subjective, not a legal document. In contrast to the job application, you can choose the information you want the potential employer to see.
- TAILORED TO THE EMPLOYER'S NEEDS, NOT YOURS.
- You need to refer back to your business plan (ICLP) and skills and career catalog and relate your background and experience to job, using key words.
- Your resume is your tool that indicates, based on skills, experience, and education, how you are qualified for a job.

TYPES OF RESUMES (30 MINUTES)

Instructor's Aid 3



6

Explain the Chronological Resume.

State the chronological resume is best used for an applicant who has experience in a particular field and is seeking a different position in the same field.

List advantages and disadvantages of a chronological resume:

Page 107 - Participant Guide - Fill in the Blank



7

The advantages are:

- There is a logical flow, making it easy to read.
- It highlights steady employment.
- It emphasizes career progression.
- It is less time consuming to prepare.

The disadvantages are:

- It emphasizes gaps in employment.
- It highlights frequent job changes.
- It de-emphasizes skills and accomplishments.

Page 108 - Participant Guide - Fill in the Blank

In a chronological resume, you include a chronological listing of your work history



8

from most current employment to your previous 10 years of employment.

Your work history includes:

- Job titles.
- Names of employers.
- Dates of employment.
- Volunteer work. Include this information in your work history section. Unlike a job application, when you include volunteer work on a resume, you do not need to indicate on the resume that it was volunteer work. You do not need to make this indication, because a resume is not a legally binding document.
- Job responsibilities.
- Skill statements and achievements.

The chronological resume should also list, if applicable, your post-high school education

Post-high school education includes:

- Type of degree. If you have multiple degrees, list your degrees chronologically from most current to earliest.
- Name of the university attended.
- Major.
- Year the degree was received. (optional)
- Relevant courses. (optional)
- Vocational school.
- Certificates.



9

Provide tips about listing information on resume:

- If you have work experience relevant to the job you are seeking and have a post-high school education, list your work history before your education.
- If you have a post high school education but no relevant work experience, list your education before your work history.
- At the bottom of the page, list, if applicable, and associations/societies in which you have a membership (e.g., American Management Association, American Society for Training and Development).

Pages 109 and 110 - Participant Guide
Instructor Aid 4



Explain the Combination Resume.

10

List the type of applicant who should use a combination resume:

- Has limited or no previous work experience.
- Has gaps in employment.
- Has made frequent job changes.
- Is changing careers.
- Is reentering the job market after an absence.

List the advantages and disadvantages of a combination resume:



11

Page 111 - Participant Guide - Fill in the Blank

The advantages are:

- It highlights the most relevant skills and accomplishments.
- It de-emphasizes a work history with less relevant jobs.
- It minimizes drawbacks such as employment gaps and absence of directly related experience.

The disadvantages are:

- It can be confusing to read if not well organized.
- It is more time consuming to prepare.



12

Page 112 - Participant Guide - Fill in the Blank

What to include in a combination resume:

- Skills you have relevant to the job, how you acquired your skills, and how these skills were helpful in your accomplishments.
- A chronological listing of your work history.
- If applicable, a chronological listing of your post high school education.
- If applicable, associations and societies in which you have a membership.

Page 113 - Participant Guide

Review components that all resumes should include:

Page 114 - Participant Guide - Fill in the Blank

***Page 114 - Participant Guide
Instructor Aid 5***



13

- Your name, address, and phone number at the top of the page.
- Your career objective. The objective specifies the position or type of work you are seeking. You will need to change the objective if you are applying for different positions.
- Summary of Qualification: This normally appears at the top of your resume and is intended to draw attention to specific personal qualities and skills you possess that make you a unique and qualified candidate for this position. Do not repeat the same statements used in your resume, but you may summarize some information. Your company research will be invaluable here to help you relate your qualifications to the needs of the company. .

EXERCISE 2: BEGIN DRAFTING RESUME (60 MINUTES)

Page 115 - Participant Guide

Instructor Aid 6

Ask participants to first take 10 minutes to create their objective and achievement statement for the job they wish to apply for.

Introduce exercise:

- Participants will now have an opportunity to begin drafting a resume.



14

Pages 115 and 116 - Participant Guide

Instructor Aid 6

Conduct exercise:

1. Ask participants to choose the resume document best suited to their background. Refer to Chronological, Combination-content, or Volunteer in Module 12.
2. Have participants begin with the section under highlights of qualifications. Have them write a couple of items in each block so they gain resume writing experience while in class. Allow 30 minutes for this task.
3. Move around the room assisting participants.
4. Divide participants into pairs.
5. Instruct participants to give their resumes to their partners for a verbal critique of its effectiveness.

Page 117 - Participant Guide

Instructor Aid 7

6. Allow 5 minutes for each partner's critique (10 minutes total).
7. Move around room assisting pairs.

Facilitate discussion:

Ask: "What did you do to make your resume effective?"

Ask: "What would you do differently next time?"

Instructor Note: *Record responses on chart paper. Allow 10 minutes for discussion. Answer any questions raised by participants.*



Possible answers:

- Selected the appropriate type of resume
- Provided a thorough list of all my relevant skills
- Was very descriptive when listing my accomplishments

RESUME GUIDELINES (15 MINUTES)

Page 118 - Participant Guide

Review the general guidelines to follow, regardless of the type of resume used.

- Three types of resumes: **Chronological:** widely used format, logical flow, easy to read. Showcases growth in skills and responsibility and is easy to prepare. **Functional:** Emphasizes skills rather than employment, organizes a variety of experience (paid and unpaid work, other activities), disguises gaps in work record or a series of short term jobs. **Combination:** Highlights most relevant skills and accomplishments, de-emphasizes employment history in less relevant jobs, combines skills developed in a variety of jobs or other activities and minimizes drawbacks such as employment gaps and absence of directly related experience.
- Your resume should be one or two pages.
- Develop your resume on a computer, if possible, and then save it on a disk. This enables you to make changes easily.
- Your resume should be printed on white or beige, 8½"x11" bond paper.
- Your resume should be printed with an easy-to-read font (e.g. Times Roman, 12-point).
- Use category headings, such as objective, work history, skills, education, and

associations and societies.

- Use key words and phrases (i.e., nouns).
- Use action verbs when describing your responsibilities and accomplishments (e.g., analyzed, designed, established).

Pages 119 and 120 - Participant Guide
Instructor Aid 8

- Use numbers to help describe your responsibilities and accomplishments (e.g., supervised 20 staff members, increased profits by 25%).
- Make your resume clear and concise. Do not use military terminology because many potential employers will not understand it.
- Make sure all the information you put on your resume is accurate. Do not exaggerate or misrepresent yourself.
- Do not include on your resume:
 - Marital status
 - Names, ages, and number of children
 - Spouse's job
 - Age
 - Race
 - Photograph of yourself
 - Religious and political affiliations
 - Height and weight
- Do not mention your desired salary on your resume. If it is asked for, include in your cover letter an amount that you know is current market value. This amount is the salary of persons with comparable education and experience, working in similar jobs in your geographical region.
- Do not include names of references on your resume, but have them prepared.
- Proofread your resume to ensure that you have not made any typographical or grammatical errors, or that there is no incorrect information on it.

SCANNABLE RESUMES (10 MINUTES)

- Some organizations have scanner systems that read resumes.
- Enables managers to review a large number of resumes in a short period of time by searching for key words, nouns, and industry-specific phrases.

Page 121 - Participant Guide

Instructor Aid 9

Key words can be found in:

- Job announcements
- O*NET
- Internet
- Library
- Professional journals

List scannable resume guidelines:

Preparing a scannable resume is, in some ways, different from developing a nonscannable resume. When you develop a scannable resume:

Page 122 - Participant Guide**Scannable Resume Guidelines**

15

In today's job search there is an increasing probability that your resume will wind up in a computer database. By scanning resumes companies can sort through hundreds of applicants to find those who best match their needs and are worth an investment of interview time. Resumes that work best in computer databases have the key words and phrases that are used in a specific field or job.

- Do not fax, send original via mail.
- Use laser jet printer only
- Place your name at the top of the page on its own line.
- Don't condense spacing between letters.
- Use boldface and/or all capital letters for section headings as long as the letters do not touch each other.
- Avoid italics and underlining.
- Avoid vertical and horizontal lines, graphics, and boxes.
- Avoid using a two-column format.
- The most commonly recommended font is Courier; ask what works best with their program - Yana Parker, see fonts that will work.
- Small print is difficult for scanners to read. Use 12-point or larger if at all possible.
- Use only white paper.
- Do not fold your resume. Words in the crease will not scan. Do not staple.

- Send your resume to a friend -- what does it look like?
- Get as many opinions as you can; don't forget to take advantage of the professional help available at the Family Service Center.

Page 123 and 124 - Participant Guide

Instructor Aid 10

Page 125 - Participant Guide

Instructor Aid 11

Instructor Note: Review checklist. State this can be used as a resource.

COVER LETTERS (15 MINUTES)



16

All resumes must be sent with a cover letter. Paper should match the resume. Do not fold or staple.

State the purposes of a cover letter are to:

- State your interest in the position
- Mention why you are qualified for the position
- Indicate how you can benefit the organization

Discuss cover letter components:

Page 126 - Participant Guide

Your cover letter should include three paragraphs.

In the first paragraph, mention:

- Your reason for writing.
- The position you are applying for.
- How you found out about the job opening. If you were informed of the job opening by an employee in that organization, or by someone else the reader might know, name that person.
- Information that you know about the organization (e.g., new projects the organization is or will be working on).



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In the second paragraph of the letter:

- Mention your enclosed resume.
- Summarize your relevant knowledge, skills, and accomplishments.



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- Indicate why hiring you would be beneficial to the organization.

In the third paragraph of the letter:

- Restate your strong interest in the job.
- Mention that you will follow up with a phone call in a week.
- Give your phone number.
- Thank the reader for the time and consideration.



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Cover Letter Guidelines

Page 127 - Participant Guide - Fill in the Blank



20

Some guidelines for creating a cover letter include:

- Your cover letter should be no more than one page.
- Address your letter to the person in charge of the hiring process. If you do not know the name of this person, call the potential employer and ask whether you can have that person's name. If you cannot get that person's name, address the letter to the person's title (e.g., Dear Operations Manager). Do not address the letter "To whom it may concern".
- In your letter, be formal, polite, honest, and assertive.
- Print the letter on paper that matches your resume.
- Print with the same font that was used on your resume.
- Proofread your letter to ensure that you have not made any typographical or grammatical errors, and that there is no incorrect information on it.
- Be sure to sign your letter.

Pages 128 through 130 - Participant Guide Instructor Aid 12

Instructor Note: *State these match the sample resumes in the module.*



21

ELECTRONIC COMMUNICATION (10 MINUTES)

After developing your resume and cover letter, you may be able to send these documents to the potential employer by electronic communication.

Electronic communication includes:

- Facsimiles (faxes).
- E-mail.

State the advantages and disadvantages of electronic communication:

Page 131 - Participant Guide - Fill in the Blank



22

The advantages are:

- Facsimiles and E-mail get to the potential employer faster than mail delivery. This may be beneficial to you because your resume can be reviewed before other resumes are received.
- E-mail resumes cannot get misplaced.

The disadvantages are:

- Facsimiles may be less legible and may be more difficult to read.
- E-mail can be accidentally deleted before a hard copy is printed.

If a potential employer specifies how your resume and cover letter should be sent, send them that way.

After sending your resume and cover letter by electronic communication, follow up by phone to ensure receipt.

RESUME FOLLOW-UPS (10 MINUTES)

Page 132 - Participant Guide - Fill in the Blank



23

Discuss when and why to following up:

- Approximately one week after sending out your resume, follow up with a call to the manager in charge of the hiring process.

This call enables:

- The manager to connect a live person to your resume
- You to verify that your resume was received

When following up on your resume, be sure to use the effective telephone skills and techniques for getting past the gatekeeper that we discussed in the last module.

Review some other follow-up guidelines:

- Emphasize your relevant knowledge, skills, experience, and accomplishments.



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- Find out when the chosen applicants will be interviewed.
- Use a friendly tone of voice and smile!
- Listen carefully.
- Thank the listener for their time.

EXERCISE 3: CRITIQUING RESUME FOLLOW-UPS (20 MINUTES)



25

Introduce exercise.

- Have opportunity to role play a resume follow-up.

Conduct exercise:

1. Ask for two volunteers. If no one volunteers, select two participants. Each volunteer will play the role of an applicant making a follow-up call in two separate role-plays.
2. The applicants are following up on resumes they sent to the manager a week ago. You will play the role of the manager receiving the phone call in each of the two role-plays. You have not made your decision as to which applicants will be interviewed. You will react to what the applicant says and answer the applicant's questions.
3. Allow five minutes for each role-play (ten minutes total).

Page 133 - Participant Guide **Instructor Aid 13**



Facilitate discussion:

Ask participants: "What did the applicants do effectively when following up on their resumes? What could they have done more effectively?"

Instructor Note: *Record participant responses on chart paper. Allow 10 minutes for discussion. Answer any questions raised by participants.*

Possible Answers:

- Asked important questions

- Emphasized their relevant knowledge, skills, experience, and accomplishments
- Used a friendly tone of voice



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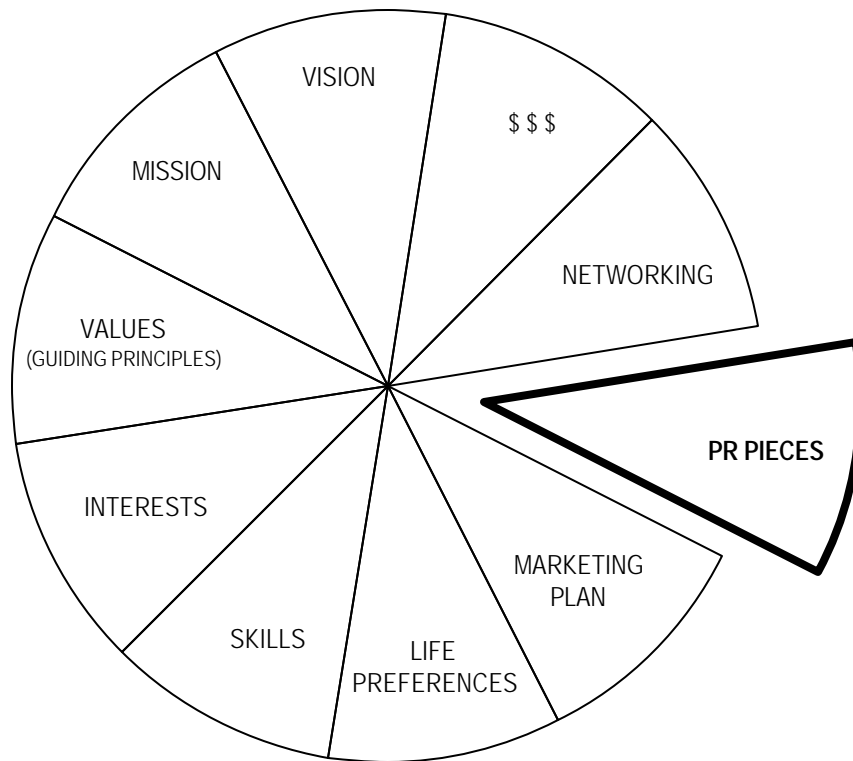
SUMMARY (5 MINUTES)

In this module you:

- Discussed making sure all information on your job application is accurate, complete, and legible.
- Selected the type of resume that is best suited to your background.
- Emphasized accomplishments on your resume.
- In your cover letter, indicated why hiring you would benefit the organization.
- Learned how to use electronic communication to send your resume and cover letter.
- Discussed follow-up on your resume with a phone call to the person in charge of the hiring process.

Ask participants to complete the evaluation in the Participant Guide.

Career Plan



An important part of your public relations pieces is your written marketing tools. All good businesses want to look professional, so they take time to ensure that the advertising they develop is clear and directed toward their customer. A Career Plan is no exception. For you this will be your applications, resumes, cover letters and thank you notes. Often this is all your customer (the employer) sees when he/she is making a decision.

Private Sector Job Application for Employment

AN EQUAL OPPORTUNITY EMPLOYER M/F/D/W

PLEASE PRINT ALL INFORMATION

Applicant's Social Security Number _____ Date _____

Applicant's Name _____
(LAST NAME, FIRST NAME, MIDDLE INIT.)

Street Address _____ Apt. _____
(NUMBER) (STREET NAME)

City _____ State _____ ZIP _____

Home Tele. # _____ Message Tele. # _____
(AREA) (NUMBER) (AREA) (NUMBER)

1. Date you can start _____
2. Are you now employed ☐ Yes ☐ No 5. May we contact your present employer? ☐ Yes ☐ No

APPLICANT NOTE: Your job offer may be conditional upon the satisfactory results of a medical exam.

3. Education

High School	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____
	Location (City & State) _____		
Trade, Technical or Vocational School	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____
	Location (City & State) _____		
University or College	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____
	Location (City & State) _____		
University or College	Name _____	Years Attended _____	Major: _____ _____ Year _____ Graduated <input type="checkbox"/> Yes <input type="checkbox"/> No _____

	Location (City & State)		
--	-------------------------	--	--

4. Certificates and Licenses:

5. Former employers: (List present or most recent employer first.)

Mo. To Yr.	Company Name	Telephone	Title Held
Mo. To Yr.	Company Address		Salary or Wage \$ _____ per
Reason for Leaving			
Description of your Duties (in order of importance)			
Mo. To Yr.	Company Name	Telephone	Title Held
Mo. To Yr.	Company Address		Salary or Wage \$ _____ per
Reason for Leaving			
Description of your Duties (in order of importance)			

6. Foreign Language (Check appropriate spaces)

LANGUAGE _____ SPEAK: Slight ☐ Fair ☐ Good ☐ Fluent ☐ READ: Slight ☐ Fair ☐ Good ☐ Fluent ☐LANGUAGE _____ SPEAK: Slight ☐ Fair ☐ Good ☐ Fluent ☐ READ: Slight ☐ Fair ☐ Good ☐ Fluent ☐

7. References

Name	Title	Address	Phone Number

8. Additional Information

The information requested on the application for will be used either to determine the applicant's qualifications for the particular employment sought or for the Company's record keeping and statistical systems. It will not be used for purposes of discouraging employment or reducing employment opportunities because of race, color, religion, sex, age, national origin or disability.

I understand and agree that, if considered for employment, the statements made in this application and my employment and personal history may be subject to investigation.

Signature: _____ Date: _____

Sample Chronological Resume
Module 7

RENEE SUMMER
11223 SOUTH SHORE ROAD, RESTON, VA 22090 (703) 437-3748

OBJECTIVE: Position as Vice President of Marketing at DelRay, Inc.

Innovative self-starter with accelerated growth in Sales, Marketing and Management. Strong organizer with 12 years experience delivering projects and programs while meeting demanding objectives and budgets. Outstanding record for developing professional relationships with decision-makers.

AREAS OF EXPERTISE: *Business Development.. Sales.. Contract Management
Negotiations.. Market Plan Development.. Public Relations.. Training
Strong Public Speaking and Writing Skills*

PROFESSIONAL EXPERIENCE

GENERAL MANAGER **Corporate America, Reston, Va.** 1997–present

Managed overall operations of a service company. Administered company resources, developed policies to support existing clients, expanded business base, increased productivity and met financial goals. Hired and supervised a great team which surpassed industry standards.

Achievements:

- Reversed losses of \$20,000 per month within 10 weeks of being hired. Increased revenues to \$1.2 million in 18 months.
- Tripled service income through staff training. Industry standard was 20% of revenues, Corporate America maintained 35%.
- Recommended and managed major expansion, adding 45% to facility within 8 months of being hired.

Professional Speeches:

- “Retaining Clients,” October 1988, National Association of Executive Suite Owners.
- “Service Management, A Contradiction in Management Theory,” November 1988, Virginia and Maryland Business Women Owners.

CONSULTANT **The Summer Group, Reston, Va.** 1996–1997

Advised 3 Corporate Directors on marketing strategies for 4 of their companies, which included competitive and industry analysis, new program and business development, and marketing communications.

Achievement:

- Within 11 months, hired as General Manager of Corporate America by the Directors.

*Renee Summer, Page 2***COMMUNICATIONS AND SALES INTERN Communications Galore, Arlington, Va.**

1995–1996

Negotiated paid and intern positions in radio, television and print media to increase technical skills. Provided additional income through sales positions.

Achievements:

- Wrote, produced and aired radio advertisement for IBM.
- Assistant producer for Pennzoil public affairs video release.
- Top Sales Performer with bonus from Oscar de La Renta.

VISITOR OFFICER American Embassy, Bangkok, Thailand

1992–1994

Member of the ambassador's emergency team coordinating humanitarian relief for 100,000 starving Cambodian refugees in 1980. Met and briefed Congressional, State Department and private sector visitors to enlist immediate funding and support. Monitored field officer activities. Traveled extensively on short notice.

Achievements:

- State Department Superior Honor Award
- Letter of commendation from the ambassador

Also volunteered to coordinate special fund-raising projects for the ambassador and his wife.

Special Honor:

- Presented to the crown princess of Thailand

DIRECTOR OF SALES Boar's Head Inn, Charlottesville, Va.

1989-1991

Managed all sales, special event and promotional activities for a 4-star resort. Supervised Sales Representatives.

Achievements:

- Promoted to Director of Sales within 8 months of employment.
- Named "Young Career Woman of the Year," Va. Federation of Business and Professional Women's Clubs, Albemarle County.

INSTRUCTOR OF ENGLISH AND SPEECH Ecuador, South America

1988–1989

Taught English, English as a second language, and social sciences to international students. Supervised two American student teachers.

EDUCATION

B.S., Speech Education, Ithaca College

1973

TONYA JACOBSON

656 Wyndham Road
Teaneck, NJ 07555
(201) 682-1342

OBJECTIVE

Position as a customer service representative.

ORGANIZATION SKILLS

- Developed and maintained customer files.
- Organized checks and receipts for accounting department.
- Developed weekly schedule for 12 co-workers to ensure shift coverage and meet the customers needs.
- Set priorities and budgeted time accordingly.

COMMUNICATION SKILLS

- Developed interpersonal skills with co-workers and customers. Helped customers and clients feel at ease and created a pleasant environment.
- As leader, motivated co-workers to challenge themselves toward excellence in customer service.
- Able to retain a sense of humor in tense situations.

TYPING AND RESEARCH SKILLS

- Studied and located information using a variety of sources including the Internet.
- Assisted others with research for materials and references.
- Typed papers and reports, as well as business correspondence.
- Proficient with MS Word.

TELEPHONE SKILLS

- Answered multi-line phone, identified callers needs,
- Answered inquiries and routed calls appropriately.
- Clarified and resolved uncomplicated problems.
- Used friendly and welcoming voice.

WORK HISTORY

- Office Aide Teaneck Jr. College - 1997-1999
- Waitress, Snider's Family Restaurant - 1993-1999

EDUCATION

Teaneck Jr. College – 42 credits toward Associates of Arts

Resume Components

-
-
-

Example Objective:

Position as a Customer Service Representative.

Your Objective:

Example Highlights of Qualifications:

If Tonya has experience in running a day care program and is applying to work in a day care center for children with ages ranging from four months to four years old, her achievement statement might say :

Successfully ran own day care business from home, caring for seven children ranging from six month to three years old.

Your Qualification Statement:

Chronological Resume

Name: _____

Address: _____

Phone Number: _____

Objective:

Highlights of Qualifications:

Experience:

Education:

Associations:

Functional Combined Resume

Name: _____

Address: _____

Phone Number: _____

Objective:

Highlights of Qualifications:

Skills:

Experience:

Education:

Associations:

Resume Critique Sheet

Directions:

Critique the effectiveness of your partner's resume.

1. How is the resume effective?

2. How could the resume be more effective?

Action Verbs

Useful for Describing Skills, Responsibilities & Accomplishments

analyzed	assessed	administered	allocated
achieved	adjusted	addressed	abstracted
assigned	arranged	appraised	answered
attained	advised	anticipated	assembled
assured	awarded	advocated	attended
assisted	assumed	arbitrated	adjusted
applied	acted	appointed	audited
adapted	accelerated	automated	
balanced	brought	budgeted	bargained
built	broadcast		
counseled	composed	coordinated	cooperated
conceived	chaired	communicated	collected
conducted	created	collaborated	competed
clarified	covered	calculated	contracted
consulted	chose	consolidated	contributed
completed	cut	conceptualized	controlled
contacted	coded	computed	classified
collated	compiled	compared	changed
corrected	commissioned	committed	configured
developed	designed	distributed	diagnosed
disbursed	debated	determined	displayed
delegated	doubled	designated	discovered
described	decided	delineated	decreased
dispersed	detailed	demonstrated	decreased
directed	drafted	defined	decided
dealt	drew		
evaluated	enlisted	established	explained
estimated	examined	encouraged	enforced
exercised	engaged	experienced	expedited
expressed	expanded	experimented	educated
exhibited	edited	executed	exceeded
effected	earned	elected	enabled
ensured	enhanced		
forecast	founded	facilitated	formulated
focused	funded	freelanced	filed
fixed	functioned		
generated	guided	gathered	
handled	helped	hired	
initiated	instructed	interviewed	interpreted
increased	introduced	influenced	implemented
inspected	improvised	investigated	incorporated
informed	integrated	illustrated	introduced
invented	identified	involved	installed
inspired	invited	instituted	improved

justified	judged		
lectured	listened	lobbied	located
learned	led		
motivated	managed	maintained	mobilized
monitored	modified	moderated	marketed mediated
	molded	manipulated	mapped
nominated	negotiated	networked	
organized	operated	obtained	ordered
observed	oversaw	originated	
presented	prepared	participated	publicized
perceived	provided	persevered	projected
persuaded	promoted	prioritized	published
performed	produced	processed	purchased
packaged	proposed	programmed	procured
planned	pioneered		
quality assured			
responded	restored	restructured	renegotiated
recruited	recorded	recommended	reorganized
reproduced	reviewed	revitalized	represented reacted
	refined	reevaluated	reconciled reported
	reduced	recognized	redesigned received
	reported	reasoned	reflected
referred	rewrote	risked	reengineered
scheduled	selected	structured	systematized
succeeded	screened	stimulated	symbolized
suggested	serviced	supervised	synthesized
supported	started	submitted	simplified
surpassed	surveyed	screened	shaped
styled	staffed	solicited	studied
sought	solved	summarized	served
spoke	sold	set	staged
simulated			
trained	testified	tabulated	terminated
taught	traveled	translated	tailored
utilized	updated		
verified	visualized	validated	
wrote	worked		

Key Words

Administration:

Administrative Processes
Budget Administration
Client Communication
Records Management

Front Office Operations
Meeting Planning
Policy and Procedures

Customer Services:

Customer Communications
Customer Surveys
Order Processing

Service Delivery
Service Quality
Key Accounts

Human Resources:

Benefits Administration
Diversity Management
Employee Communications/Relations
Organizational Development

Manpower Planning/Staffing
Labor Relations
Recruitment
Training and Development

Information Systems and Telecommunications Technology:

LAN/WAN
Software Communication
Systems Administration
Technology Solutions

Documentation
Operating Systems
Network Administration
Resource Management

Purchasing:

Bid Review
Contact Negotiations
Inventory Planning/Control

Logistics Management
Procurement
Acquisition Management

Purchasing
Materials Management

Teaching and Education:

Instructional Planning
Career Counseling
Program Development
Instructional Media

Grant Administration
Classroom Management
Curriculum Development
Lifelong Learning

Non-Profit:

Fundraising
Leadership Training
Media Relations
Volunteer Training

Budget Oversight
Mission Planning
Organizational Vision
Special Events Planning

Finance, Accounting and Auditing:

Assets
Audit Controls
Financial Analysis
Strategic Planning

Cash Management
Internal Controls
Job Costing
Financial Reporting

See your FSC for more information.

Mary Anne Cosey
874 Bullymuck Lane
New Milford, CT 06874
640. 254.3782
mac@aol.com

OBJECTIVE

Position as an elementary education teacher in Greenwood County School District.

SKILLS

Over 12 years of teaching experience
Curriculum designer and teacher for a large school
Proficient in teaching culturally diverse populations
Bi-lingual: Spanish and English
Valid Connecticut Teaching Certificate
Team-teacher orientation with strong commitment to the student

EXPERIENCE

Teacher, Montgomery Elementary, 1984–1992

Taught math and science with focus on learning critical thinking skills
Developed curriculum and module plans appropriate to different learning styles and abilities levels
Ensured student-based enrichment activities and field trips
Classroom management focused on accountability, fairness, and consistency
Participated in the Parent Teacher Association meetings
Conducted parent-teacher conferences

Assistant Teacher, Shields Elementary, 1980–1984

Assisted in the design of curriculum and module plans
Taught math, science, English and spelling and geography
Instructed typically developing and special needs children
Participated in the Parent Teacher Association Meetings
Participated in parent-teacher and Individual Education (IE) Plan conferences

CONDUCTED SPECIALIZED TRAINING TO INCLUDE

Adult/Child CPR Certified, Stress Management, Management and Leadership, Cultural Diversity and Awareness

EDUCATION

Certified Teacher, State of Connecticut, 1997
B.A. Education, Bowling Green State University, 1996
Inservice Training – “Working With At Risk Students”
Inservice Training – “Student-based learning”

COMPUTER LITERACY

Experienced in word processing and data software
Updated and maintained database of student records
Skilled in assisting students use the Internet for research

PROFESSIONAL ORGANIZATIONS

Parent Teacher Association Member for Greenwood County
National Association for the Education of Young Children

Resume Checklist

CONTENT	OK
Order of information	
➤ Does the most important category come first?	
➤ Is the organization logical and clear?	
Completeness	
➤ Are all the major topics emphasized by the employer covered?	
➤ Is each area concise yet complete?	
➤ Are achievements and duties described in specific terms?	
Relevance	
➤ Is there a clear reason for each piece of information?	
➤ Has the information been tailored to a targeted field or job?	
APPEARANCE	OK
Layout	
➤ Is the resume limited to two pages?	
➤ Is the resume appealing and easy to read?	
➤ Does it use headings effectively?	
➤ Does it use white space, indentation, underlining, capitals effectively?	
➤ Does it have a professional look?	
➤ If appropriate, does it meet scannable guidelines?	
Consistency	
➤ Are layout features, including headings, spacing, type face and ink, consistent throughout?	
➤ Are the wording and verb tense consistent throughout?	
LANGUAGE	OK
Word choice	
➤ Are action verbs or nouns (key words for scannable resumes) used?	
➤ Are inappropriate jargon and military terms and abbreviations avoided?	
➤ Is the language clear and straightforward?	
Mechanics	
➤ Are there any errors in spelling, grammar or punctuation?	
➤ Are there any typographical errors?	

Sample Cover Letter

Renee Summer
11223 South Shore Road
Reston, VA 22090

February 20, 20XX

Ms. Mary Smith
Personnel Director
DelRay, Inc.
123 Marina St., Suite 200
Laguna Hills, CA 92037

Dear Ms. Smith:

In response to your ad in the *LA Times* on February 15, 20XX for Vice President of Marketing, I am enclosing my resume for your consideration.

I was particularly attracted to this position because of my interest in helping businesses publicize and sell their products, as well as the international arena of travel and marketing.

As you will notice on my resume, I have extensive experience and skills that are relevant to this position. My particular expertise is in project management, budgeting, and relationship building. I strongly feel that my talents could be valuable to DelRay, Inc., in achieving its corporate goals. If you require further information, please contact me at (703) 437-3748. I will call you next week to follow up.

Sincerely,

[Sign your name]

Renee Summer

Enclosure

Sample Cover Letter

Tonya Jacobson
656 Wyndham Road
Teaneck, NJ 07666

June 18, 20XX

Mr. Mikkelson
Human Resource Manager
Airport Services Center
1457 Locust Street
Trenton, NJ 08640

Dear Mr. Mikkelson:

In response to your ad in the *New York Times* on June 1 for a Customer Service Representative, I am enclosing my resume for your consideration.

Particularly I was attracted to this position because of my interest in working with people over the phone. One of the challenging aspects of that is identifying a customer's need through what they say and how they say it. Asking questions is key to understanding what people are saying.

Included in my work history is experience working on the telephone and believe you will find me an asset for the position as a Customer Service Representative. If you require further information, please contact me at (201) 682-1342. I look forward to hearing from you soon.

Sincerely,

[Sign your name]

Tonya Jacobson

Enclosure

Sample Cover Letter

Mary Anne Cosey
874 Bullymuck Lane
New Milford, CT 06874

September 8, 20XX

Mr. Marc Johnson
Principal
ABC Elementary School
34 Muddy Puddle Way
New Fairfield, CT 06858

Dear Mr. Johnson:

In response to your ad in the *Examiner* on September 5, I am enclosing my resume to consider for the Teaching position in the Greenwood County School District.

I am attracted to this position because of my interest in helping children learn. Also, I enjoy the challenge of adding creativity to instruction so the children enjoy learning.

My organization skills and ability to manage multiple tasks while remaining calm will prove beneficial to your organization. I believe you will find my skills a match for the position of Teacher at ABC Elementary. If you require further information, please contact me at (640) 254-3782. I look forward to speaking with you and will be in touch next week.

Sincerely,

[Sign your name]

Mary Anne Cosey

Enclosure

Resume Follow-up Critique Sheet

Directions:

Critique the effectiveness of the applicant's follow-ups.

Applicant #1

1. What did the applicant do effectively when following up?

2. What could the applicant have done more effectively?

Applicant #2

1. What did the applicant do effectively when following up?

2. What could the applicant have done more effectively?

